**LAMPIRAN**

**Lampiran 1 Angket Penelitian**

**KUESIONER**

**PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP LOYALITAS MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI**

**(Studi Pada Pelanggan Lipstik SARIAYU di Outlet Martha Tilaar Tunjungan Plaza Surabaya)**

Hari/Tanggal :

Waktu :

Tempat :

Responden yang terhormat,saya mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Surabaya (UNESA) dalam rangka penyusunan proposal penelitian dengan judul “Pengaruh Kualitas Produk dan Harga terhadap Loyalitas Pelanggan dengan Kepuasan sebagai variabel intervening**”.** Bersama ini, saya mohon kesediaannya untuk mengisi angket yang telah saya sediakan. Atas perhatian dan waktunya saya ucapkan terimakasih.

**A. Karakteristik Responden**

Petunjuk Pengisian Identitas

Berilah tanda silang (X) pada salah satu pilihan jawaban dari pertanyaan-pertanyaan berikut ini (yang paling sesuai dengan kondisi Anda):

1. Nama : ..........................................

2.Usia :  
a. 20 – 30 tahun c.. 41 – 50 tahun  
b.31 - 40 tahun

3. Pendidikan :

a. SMP c. Diploma e. Pascasarjana

b. SMA d. Sarjana

4. Pekerjaan :  
a. Wiraswasta

b. Pegawai Swasta   
c. Pegawai Negeri   
d. Mahasiswa/ Pelajar

e. Ibu Rumah Tangga

5. Pendapatan atau uang saku perbulan :  
a. Rp Rp 500.000 - Rp 1.000.000

b. Rp. 1000.000 - Rp. 2.000.000

c. Rp. 2.000.000 - Rp. 3.000.000

d. Rp. 3.000.000 – Rp. 4.000.000

e. >Rp. 4.000.000

6. Jumlah pembelian lipstik Sariayu dalam 3 bulan terakhir?

a. 2 Kali b.>2 kali

**ANGKET PENELITIAN**

Jawablah pernyataan berikut dengan memberi tanda ( √ ) pada kolom alternatif jawaban yang menjadi pilihan Anda :

STS: Sangat Tidak Setuju

TS: Tidak Setuju

CS: Cukup Setuju

S: Setuju

SS: Sangat Setuju

| **Pernyataan** | | **STS** | **TS** | CS | **S** | **SS** |
| --- | --- | --- | --- | --- | --- | --- |
| **Variabel Eksogen** | | | | | | |
| Kualitas Produk | | | | | | |
| 1 | Lipstik SARIAYU memberikan warna yang indah pada bibir |  |  |  |  |  |
| 2 | Lipstik SARIAYU tidak lengket saat diaplikasikan pada bibir |  |  |  |  |  |
| 3 | Lipstik SARIAYU tidak kering saat diaplikasikan pada bibir |  |  |  |  |  |
| 4 | Lipstik SARIAYU memiliki komposisi atau kandungan bahan alami Indonesia |  |  |  |  |  |
| 5 | Lipstik SARIAYU mempunyai kandungan vitamin yang dapat melembabkan bibir |  |  |  |  |  |
| 6 | Lipstik SARIAYU mampu memelihara kecantikan alami pada bibir |  |  |  |  |  |
| 7 | Lipstik SARIAYU memberikan warna yang indah pada bibir |  |  |  |  |  |
| 8 | Lipstik SARIAYU bertahan hingga 12 jam saat diaplikasikan pada bibir |  |  |  |  |  |
| 9 | Lipstik SARIAYU tidak menggumpal hingga masa kadaluarsanya |  |  |  |  |  |
| 10 | Kemasan lipstik SARIAYU tidak mudah pecah karena terbuat dari bahan plastik yang kuat |  |  |  |  |  |
| 11 | Kemasan lipstik SARIAYU didesain etnik dan menarik |  |  |  |  |  |
| 12 | Bentuk ujung lipstik SARIAYU tidak terlalu runcing bentuknya sehingga nyaman saat diaplikasikan |  |  |  |  |  |
| Harga | | | | | | |
| 13 | Harga lipstik SARIAYU sesuai dengan kualitasnya |  |  |  |  |  |
| 14 | Harga lipstik SARIAYU sesuai dengan manfaatnya |  |  |  |  |  |
| 15 | Konsumen akan membendingkan harga lipstik SARIAYU dengan merek lain sebelum membeli |  |  |  |  |  |
| **Variabel Intervening** | | | | | | |
| Kepuasan | | | | | | |
| 16 | Konsumen merasa puas dengan variasi warna lipstik SARIAYU |  |  |  |  |  |
| 17 | Konsumen merasa keluhan teratasi setelah menggunakan lipstik SARIAYU |  |  |  |  |  |
| 18 | Konsumen merasa sesuai antara harapan dengan kenyataan setelah menggunakan lipstik SARIAYU |  |  |  |  |  |
| **Variabel Endogen** | | | | | | |
| Loyalitas | | | | | | |
| 19 | Konsumen setia pada merek lipstik SARIAYU |  |  |  |  |  |
| 20 | Konsumen bersedia menyarankan lipstik SARIAYU kepada orang lain |  |  |  |  |  |
| 21 | Konsumen mengatakan hal-hal positif tentang lipstik SARIAYU ini kepada orang lain |  |  |  |  |  |
| 22 | Konsumen melakukan pembelian ulang lipstik SARIAYU |  |  |  |  |  |

**Uji Normalitas**

**Assessment of normality (Group number 1)**

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
| --- | --- | --- | --- | --- | --- | --- |
| x2 | 8,000 | 15,000 | -1,094 | -4,685 | ,671 | 1,436 |
| x1 | 37,000 | 60,000 | -1,257 | -5,381 | 1,978 | 4,236 |
| z | 9,000 | 15,000 | -,855 | -3,663 | -,003 | -,006 |
| y | 10,000 | 20,000 | -1,440 | -6,166 | 2,035 | 4,356 |
| Multivariate |  |  |  |  | 7,670 | 5,805 |

**Uji Outlier**

**Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

| Observation number | Mahalanobis d-squared | p1 | p2 |
| --- | --- | --- | --- |
| 16 | 23,237 | ,000 | ,012 |
| 10 | 16,863 | ,002 | ,022 |
| 26 | 14,999 | ,005 | ,015 |
| 22 | 12,313 | ,015 | ,087 |
| 5 | 12,166 | ,016 | ,034 |
| 68 | 11,898 | ,018 | ,015 |
| 14 | 11,412 | ,022 | ,012 |
| 23 | 11,412 | ,022 | ,003 |
| 106 | 11,032 | ,026 | ,003 |
| 70 | 10,882 | ,028 | ,001 |
| 18 | 10,012 | ,040 | ,005 |
| 21 | 9,147 | ,058 | ,025 |
| 66 | 8,553 | ,073 | ,060 |
| 73 | 8,182 | ,085 | ,084 |
| 103 | 8,156 | ,086 | ,050 |
| 77 | 8,119 | ,087 | ,030 |
| 17 | 8,097 | ,088 | ,016 |
| 9 | 7,747 | ,101 | ,028 |
| 64 | 7,319 | ,120 | ,065 |
| 62 | 6,916 | ,140 | ,134 |
| 58 | 6,683 | ,154 | ,169 |
| 3 | 6,611 | ,158 | ,141 |
| 12 | 6,128 | ,190 | ,339 |
| 55 | 6,113 | ,191 | ,267 |
| 1 | 6,005 | ,199 | ,260 |
| 59 | 5,652 | ,227 | ,441 |
| 15 | 5,486 | ,241 | ,493 |
| 79 | 5,477 | ,242 | ,413 |
| 84 | 5,123 | ,275 | ,639 |
| 30 | 4,678 | ,322 | ,888 |
| 8 | 4,579 | ,333 | ,895 |
| 27 | 4,540 | ,338 | ,874 |
| 2 | 4,404 | ,354 | ,902 |
| 101 | 4,264 | ,371 | ,928 |
| 24 | 4,245 | ,374 | ,906 |
| 87 | 4,108 | ,392 | ,932 |
| 33 | 4,016 | ,404 | ,939 |
| 19 | 3,720 | ,445 | ,987 |
| 32 | 3,720 | ,445 | ,979 |
| 45 | 3,681 | ,451 | ,974 |
| 7 | 3,281 | ,512 | ,999 |
| 108 | 3,265 | ,515 | ,998 |
| 13 | 3,203 | ,524 | ,998 |
| 61 | 3,203 | ,524 | ,997 |
| 29 | 3,142 | ,534 | ,997 |
| 90 | 2,953 | ,566 | ,999 |
| 85 | 2,930 | ,570 | ,999 |
| 57 | 2,786 | ,594 | 1,000 |
| 11 | 2,609 | ,625 | 1,000 |
| 6 | 2,605 | ,626 | 1,000 |
| 69 | 2,577 | ,631 | 1,000 |
| 28 | 2,524 | ,640 | 1,000 |
| 104 | 2,513 | ,642 | 1,000 |
| 4 | 2,420 | ,659 | 1,000 |
| 20 | 2,420 | ,659 | 1,000 |
| 100 | 2,349 | ,672 | 1,000 |
| 95 | 2,320 | ,677 | 1,000 |
| 91 | 2,218 | ,696 | 1,000 |
| 105 | 2,170 | ,704 | 1,000 |
| 60 | 2,109 | ,716 | 1,000 |
| 93 | 2,109 | ,716 | 1,000 |
| 102 | 2,109 | ,716 | 1,000 |
| 109 | 2,109 | ,716 | 1,000 |
| 49 | 2,057 | ,725 | 1,000 |
| 50 | 2,057 | ,725 | ,999 |
| 88 | 2,057 | ,725 | ,998 |
| 110 | 2,057 | ,725 | ,997 |
| 56 | 2,057 | ,725 | ,995 |
| 92 | 2,021 | ,732 | ,994 |
| 25 | 1,899 | ,754 | ,998 |
| 40 | 1,851 | ,763 | ,998 |
| 48 | 1,851 | ,763 | ,996 |
| 80 | 1,788 | ,775 | ,997 |
| 36 | 1,752 | ,781 | ,997 |
| 35 | 1,504 | ,826 | 1,000 |
| 89 | 1,504 | ,826 | 1,000 |
| 38 | 1,469 | ,832 | 1,000 |
| 39 | 1,469 | ,832 | 1,000 |
| 47 | 1,469 | ,832 | ,999 |
| 51 | 1,469 | ,832 | ,998 |
| 67 | 1,469 | ,832 | ,996 |
| 107 | 1,395 | ,845 | ,998 |
| 31 | 1,389 | ,846 | ,996 |
| 72 | 1,374 | ,849 | ,993 |
| 75 | 1,287 | ,864 | ,997 |
| 34 | 1,182 | ,881 | ,999 |
| 42 | 1,167 | ,884 | ,998 |
| 37 | 1,137 | ,888 | ,998 |
| 86 | 1,137 | ,888 | ,995 |
| 94 | 1,137 | ,888 | ,990 |
| 99 | 1,137 | ,888 | ,981 |
| 43 | 1,120 | ,891 | ,972 |
| 46 | 1,120 | ,891 | ,949 |
| 52 | 1,120 | ,891 | ,912 |
| 54 | 1,120 | ,891 | ,859 |
| 82 | 1,093 | ,895 | ,826 |
| 41 | 1,009 | ,908 | ,870 |
| 44 | 1,009 | ,908 | ,794 |
| 53 | 1,009 | ,908 | ,694 |
| 65 | 1,009 | ,908 | ,573 |

**Uji Multikolinieritas**

Condition number = 49,006

Determinant of sample covariance matrix = 45,977

**Uji Linieritas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | x1 | x2 | z | y |
| x1 | Pearson Correlation | 1 | .617\*\* | .674\*\* | .763\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 |
| N | 110 | 110 | 110 | 110 |
| x2 | Pearson Correlation | .617\*\* | 1 | .554\*\* | .706\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 |
| N | 110 | 110 | 110 | 110 |
| z | Pearson Correlation | .674\*\* | .554\*\* | 1 | .815\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 |
| N | 110 | 110 | 110 | 110 |
| y | Pearson Correlation | .763\*\* | .706\*\* | .815\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 110 | 110 | 110 | 110 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

**Uji Normalitas Setelah 3 Data Outlier Dihapus**

##### Assessment of normality (Group number 1)

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
| --- | --- | --- | --- | --- | --- | --- |
| x2 | 9,000 | 15,000 | -,974 | -4,114 | ,050 | ,105 |
| x1 | 43,000 | 60,000 | -,634 | -2,679 | -,341 | -,720 |
| z | 10,000 | 15,000 | -,620 | -2,616 | -,767 | -1,619 |
| y | 11,000 | 20,000 | -1,213 | -5,124 | 1,174 | 2,479 |
| Multivariate |  |  |  |  | 4,409 | 3,292 |

##### Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

##### Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

| Observation number | Mahalanobis d-squared | p1 | p2 |
| --- | --- | --- | --- |
| **5** | **15,484** | **,004** | **,334** |
| **13** | **15,436** | **,004** | **,065** |
| 20 | 12,836 | ,012 | ,141 |
| 65 | 12,138 | ,016 | ,099 |
| 21 | 12,113 | ,017 | ,033 |
| 67 | 12,098 | ,017 | ,009 |
| 103 | 11,644 | ,020 | ,006 |
| 16 | 10,593 | ,032 | ,020 |
| 15 | 9,983 | ,041 | ,031 |
| 19 | 9,775 | ,044 | ,021 |
| 3 | 9,574 | ,048 | ,014 |
| 9 | 9,330 | ,053 | ,012 |
| 63 | 8,854 | ,065 | ,021 |
| 100 | 8,689 | ,069 | ,016 |
| 70 | 8,685 | ,069 | ,007 |
| 74 | 7,968 | ,093 | ,038 |
| 61 | 7,848 | ,097 | ,030 |
| 55 | 7,473 | ,113 | ,055 |
| 59 | 7,236 | ,124 | ,067 |
| 11 | 6,847 | ,144 | ,133 |
| 1 | 6,812 | ,146 | ,095 |
| 2 | 6,378 | ,173 | ,216 |
| 14 | 6,251 | ,181 | ,214 |
| 52 | 5,991 | ,200 | ,298 |
| 56 | 5,601 | ,231 | ,512 |
| 76 | 5,594 | ,232 | ,427 |
| 81 | 5,150 | ,272 | ,712 |
| 8 | 5,050 | ,282 | ,715 |
| 12 | 4,773 | ,311 | ,843 |
| 58 | 4,773 | ,311 | ,786 |
| 24 | 4,750 | ,314 | ,738 |
| 22 | 4,715 | ,318 | ,695 |
| 98 | 4,559 | ,336 | ,755 |
| 27 | 4,551 | ,337 | ,693 |
| 84 | 4,427 | ,351 | ,732 |
| 17 | 4,385 | ,356 | ,700 |
| 30 | 4,151 | ,386 | ,830 |
| 42 | 3,814 | ,432 | ,956 |
| 29 | 3,796 | ,434 | ,941 |
| 4 | 3,670 | ,452 | ,959 |
| 18 | 3,670 | ,452 | ,939 |
| 82 | 3,639 | ,457 | ,925 |
| 7 | 3,377 | ,497 | ,981 |
| 105 | 3,355 | ,500 | ,974 |
| 26 | 3,090 | ,543 | ,996 |
| 101 | 3,019 | ,555 | ,996 |
| 87 | 2,964 | ,564 | ,996 |
| 54 | 2,917 | ,572 | ,996 |
| 10 | 2,747 | ,601 | ,999 |
| 6 | 2,716 | ,606 | ,999 |
| 97 | 2,696 | ,610 | ,998 |
| 66 | 2,630 | ,621 | ,998 |
| 53 | 2,574 | ,631 | ,999 |
| 25 | 2,482 | ,648 | ,999 |
| 88 | 2,464 | ,651 | ,999 |
| 46 | 2,458 | ,652 | ,998 |
| 47 | 2,458 | ,652 | ,996 |
| 85 | 2,458 | ,652 | ,993 |
| 107 | 2,458 | ,652 | ,988 |
| 92 | 2,322 | ,677 | ,995 |
| 33 | 2,222 | ,695 | ,998 |
| 104 | 2,192 | ,700 | ,997 |
| 102 | 2,175 | ,704 | ,996 |
| 89 | 2,161 | ,706 | ,994 |
| 57 | 2,080 | ,721 | ,996 |
| 90 | 2,080 | ,721 | ,993 |
| 99 | 2,080 | ,721 | ,987 |
| 106 | 2,080 | ,721 | ,979 |
| 77 | 2,031 | ,730 | ,980 |
| 37 | 2,019 | ,732 | ,971 |
| 45 | 2,019 | ,732 | ,954 |
| 23 | 1,953 | ,744 | ,962 |
| 72 | 1,868 | ,760 | ,974 |
| 35 | 1,719 | ,787 | ,993 |
| 36 | 1,719 | ,787 | ,987 |
| 44 | 1,719 | ,787 | ,977 |
| 48 | 1,719 | ,787 | ,963 |
| 64 | 1,719 | ,787 | ,941 |
| 28 | 1,481 | ,830 | ,994 |
| 32 | 1,467 | ,832 | ,991 |
| 86 | 1,467 | ,832 | ,983 |
| 69 | 1,439 | ,837 | ,979 |
| 40 | 1,251 | ,870 | ,998 |
| 43 | 1,251 | ,870 | ,995 |
| 49 | 1,251 | ,870 | ,990 |
| 51 | 1,251 | ,870 | ,981 |
| 31 | 1,217 | ,875 | ,977 |
| 39 | 1,214 | ,876 | ,960 |
| 34 | 1,125 | ,890 | ,977 |
| 83 | 1,125 | ,890 | ,957 |
| 91 | 1,125 | ,890 | ,925 |
| 96 | 1,125 | ,890 | ,876 |
| 38 | 1,053 | ,902 | ,898 |
| 41 | 1,053 | ,902 | ,835 |
| 50 | 1,053 | ,902 | ,749 |
| 62 | 1,053 | ,902 | ,640 |
| 68 | 1,053 | ,902 | ,516 |
| 71 | 1,053 | ,902 | ,386 |
| 73 | 1,053 | ,902 | ,265 |
| 75 | 1,053 | ,902 | ,164 |

**Uji Normalitas Setelah 2 Data Outlier DIhapus**

##### Assessment of normality (Group number 1)

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
| --- | --- | --- | --- | --- | --- | --- |
| x2 | 9,000 | 15,000 | -,992 | -4,151 | ,113 | ,237 |
| x1 | 46,000 | 60,000 | -,522 | -2,182 | -,649 | -1,357 |
| z | 10,000 | 15,000 | -,611 | -2,555 | -,830 | -1,736 |
| y | 13,000 | 20,000 | -,906 | -3,792 | -,207 | -,433 |
| Multivariate |  |  |  |  | 3,319 | 2,454 |

**Uji Outlier**

##### Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

| Observation number | Mahalanobis d-squared | p1 | p2 |
| --- | --- | --- | --- |
| 18 | 13,045 | ,011 | ,689 |
| 19 | 12,826 | ,012 | ,366 |
| 3 | 12,594 | ,013 | ,168 |
| 63 | 12,348 | ,015 | ,073 |
| 65 | 12,104 | ,017 | ,031 |
| 101 | 11,738 | ,019 | ,017 |
| 14 | 11,539 | ,021 | ,007 |
| 13 | 11,024 | ,026 | ,007 |
| 17 | 10,912 | ,028 | ,003 |
| 61 | 9,284 | ,054 | ,060 |
| 8 | 9,242 | ,055 | ,031 |
| 68 | 8,669 | ,070 | ,063 |
| 98 | 8,666 | ,070 | ,032 |
| 59 | 8,141 | ,087 | ,069 |
| 72 | 8,112 | ,088 | ,040 |
| 12 | 7,920 | ,095 | ,038 |
| 53 | 7,395 | ,116 | ,100 |
| 1 | 7,212 | ,125 | ,102 |
| 57 | 7,164 | ,127 | ,072 |
| 10 | 7,012 | ,135 | ,070 |
| 2 | 6,751 | ,150 | ,098 |
| 11 | 6,018 | ,198 | ,419 |
| 56 | 6,018 | ,198 | ,328 |
| 50 | 5,900 | ,207 | ,326 |
| 74 | 5,826 | ,212 | ,295 |
| 54 | 5,718 | ,221 | ,291 |
| 4 | 5,164 | ,271 | ,660 |
| 16 | 5,164 | ,271 | ,576 |
| 20 | 5,085 | ,279 | ,559 |
| 79 | 5,048 | ,282 | ,507 |
| 7 | 5,008 | ,287 | ,458 |
| 22 | 4,738 | ,315 | ,627 |
| 96 | 4,600 | ,331 | ,675 |
| 80 | 4,598 | ,331 | ,599 |
| 82 | 4,502 | ,342 | ,613 |
| 25 | 4,496 | ,343 | ,538 |
| 28 | 4,421 | ,352 | ,534 |
| 15 | 4,285 | ,369 | ,595 |
| 40 | 4,036 | ,401 | ,763 |
| 27 | 3,887 | ,422 | ,827 |
| 103 | 3,795 | ,434 | ,843 |
| 6 | 3,751 | ,441 | ,826 |
| 99 | 3,408 | ,492 | ,963 |
| 86 | 3,127 | ,537 | ,994 |
| 24 | 3,039 | ,551 | ,996 |
| 52 | 3,026 | ,554 | ,993 |
| 85 | 2,924 | ,571 | ,996 |
| 5 | 2,896 | ,575 | ,994 |
| 64 | 2,822 | ,588 | ,995 |
| 9 | 2,785 | ,594 | ,994 |
| 102 | 2,743 | ,602 | ,994 |
| 87 | 2,705 | ,608 | ,993 |
| 95 | 2,639 | ,620 | ,994 |
| 51 | 2,630 | ,622 | ,990 |
| 23 | 2,497 | ,645 | ,996 |
| 44 | 2,472 | ,650 | ,995 |
| 45 | 2,472 | ,650 | ,991 |
| 83 | 2,472 | ,650 | ,985 |
| 105 | 2,472 | ,650 | ,975 |
| 75 | 2,399 | ,663 | ,980 |
| 70 | 2,359 | ,670 | ,978 |
| 31 | 2,329 | ,676 | ,974 |
| 90 | 2,275 | ,685 | ,975 |
| 35 | 2,150 | ,708 | ,989 |
| 43 | 2,150 | ,708 | ,981 |
| 100 | 2,120 | ,714 | ,977 |
| 55 | 2,050 | ,727 | ,982 |
| 88 | 2,050 | ,727 | ,970 |
| 97 | 2,050 | ,727 | ,953 |
| 104 | 2,050 | ,727 | ,929 |
| 21 | 2,026 | ,731 | ,914 |
| 33 | 1,727 | ,786 | ,994 |
| 34 | 1,727 | ,786 | ,989 |
| 42 | 1,727 | ,786 | ,981 |
| 46 | 1,727 | ,786 | ,968 |
| 62 | 1,727 | ,786 | ,949 |
| 26 | 1,586 | ,811 | ,982 |
| 30 | 1,446 | ,836 | ,995 |
| 84 | 1,446 | ,836 | ,990 |
| 67 | 1,435 | ,838 | ,984 |
| 37 | 1,291 | ,863 | ,996 |
| 29 | 1,266 | ,867 | ,995 |
| 38 | 1,252 | ,869 | ,992 |
| 41 | 1,252 | ,869 | ,984 |
| 47 | 1,252 | ,869 | ,970 |
| 49 | 1,252 | ,869 | ,948 |
| 32 | 1,111 | ,892 | ,984 |
| 81 | 1,111 | ,892 | ,969 |
| 89 | 1,111 | ,892 | ,944 |
| 94 | 1,111 | ,892 | ,903 |
| 36 | 1,047 | ,903 | ,915 |
| 39 | 1,047 | ,903 | ,859 |
| 48 | 1,047 | ,903 | ,779 |
| 60 | 1,047 | ,903 | ,676 |
| 66 | 1,047 | ,903 | ,553 |
| 69 | 1,047 | ,903 | ,422 |
| 71 | 1,047 | ,903 | ,296 |
| 73 | 1,047 | ,903 | ,187 |
| 78 | 1,047 | ,903 | ,104 |
| 91 | 1,047 | ,903 | ,050 |

**Uji Linieritas Setelah Data Outlier Dihapus**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | x1 | x2 | z | y |
| x1 | Pearson Correlation | 1 | .566\*\* | .519\*\* | .624\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 |
| N | 105 | 105 | 105 | 105 |
| x2 | Pearson Correlation | .566\*\* | 1 | .481\*\* | .680\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 |
| N | 105 | 105 | 105 | 105 |
| z | Pearson Correlation | .519\*\* | .481\*\* | 1 | .764\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 |
| N | 105 | 105 | 105 | 105 |
| y | Pearson Correlation | .624\*\* | .680\*\* | .764\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 |  |
| N | 105 | 105 | 105 | 105 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

**Uji Multikolinieritas Setelah Data Outlier Dihapus**

Condition number = 34,635

Determinant of sample covariance matrix = 21,607

##### Koefisien Jalur

##### Standardized Regression Weights: (Group number 1 - Default model)

|  |  |  | Estimate |
| --- | --- | --- | --- |
| z | <--- | x1 | ,364 |
| z | <--- | x2 | ,275 |
| y | <--- | z | ,516 |
| y | <--- | x1 | ,164 |
| y | <--- | x2 | ,340 |

##### Koefisien Determinasi

##### Squared Multiple Correlations: (Group number 1 - Default model)

|  |  |  | Estimate |
| --- | --- | --- | --- |
| z |  |  | ,321 |
| y |  |  | ,727 |

##### Hasil Uji Hipotesis

##### Regression Weights: (Group number 1 - Default model)

|  |  |  | Estimate | S.E. | C.R. | P | Label |
| --- | --- | --- | --- | --- | --- | --- | --- |
| z | <--- | x1 | ,141 | ,038 | 3,709 | \*\*\* | par\_1 |
| z | <--- | x2 | ,259 | ,092 | 2,806 | ,005 | par\_2 |
| y | <--- | z | ,642 | ,077 | 8,292 | \*\*\* | par\_3 |
| y | <--- | x1 | ,079 | ,032 | 2,472 | ,013 | par\_5 |
| y | <--- | x2 | ,397 | ,075 | 5,269 | \*\*\* | par\_6 |

##### Hasil Uji *Standardized Direct, Indirect, dan Total Effect*

##### Standardized Direct Effects (Group number 1 - Default model)

|  | x2 | x1 | z |
| --- | --- | --- | --- |
| z | ,275 | ,364 | ,000 |
| y | ,340 | ,164 | ,516 |

##### Standardized Indirect Effects (Group number 1 - Default model)

|  | x2 | x1 | z |
| --- | --- | --- | --- |
| z | ,000 | ,000 | ,000 |
| y | ,142 | ,187 | ,000 |

##### Standardized Total Effects (Group number 1 - Default model)

|  | x2 | x1 | z |
| --- | --- | --- | --- |
| z | ,275 | ,364 | ,000 |
| y | ,482 | ,351 | ,516 |

**Uji mediasi**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 55.436 | 1 | 55.436 | 38.068 | .000b |
| Residual | 149.993 | 103 | 1.456 |  |  |
| Total | 205.429 | 104 |  |  |  |
| a. Dependent Variable: z | | | | | | |
| b. Predictors: (Constant), x1 | | | | | | |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 123.768 | 1 | 123.768 | 65.614 | .000b |
| Residual | 194.289 | 103 | 1.886 |  |  |
| Total | 318.057 | 104 |  |  |  |
| a. Dependent Variable: y | | | | | | |
| b. Predictors: (Constant), x1 | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 208.077 | 2 | 104.039 | 96.490 | .000b |
| Residual | 109.980 | 102 | 1.078 |  |  |
| Total | 318.057 | 104 |  |  |  |
| a. Dependent Variable: y | | | | | | |
| b. Predictors: (Constant), z, x1 | | | | | | |
| ANOVAa | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 47.546 | 1 | 47.546 | 31.018 | .000b |
| Residual | 157.883 | 103 | 1.533 |  |  |
| Total | 205.429 | 104 |  |  |  |
| a. Dependent Variable: z | | | | | | |
| b. Predictors: (Constant), x2 | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 147.241 | 1 | 147.241 | 88.784 | .000b |
| Residual | 170.816 | 103 | 1.658 |  |  |
| Total | 318.057 | 104 |  |  |  |
| a. Dependent Variable: y | | | | | | |
| b. Predictors: (Constant), x2 | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 226.148 | 2 | 113.074 | 125.488 | .000b |
| Residual | 91.909 | 102 | .901 |  |  |
| Total | 318.057 | 104 |  |  |  |
| a. Dependent Variable: y | | | | | | |
| b. Predictors: (Constant), z, x2 | | | | | | |

**Hasil Uji Sobel Test**



